

DIRECTOR OF PLANNING AND ECONOMIC DEVELOPMENT

POSITION SUMMARY: This department head position will partner with City leadership team members to develop and progress toward strategic goals as well as guide the day-to-day operation of the office of Planning and Economic Development. The scope of responsibilities includes technical, administrative, and professional work related to the city's planning and economic development. Leads and supervises Planning and Economic Development Department staff and leads Development Review Team (consisting of Public Works, Public Safety, Community Services, and other department staff members). Works with City Manager, City Council, Planning Commission, Zoning Board of Appeals, Brownfield Redevelopment Authority, Downtown Development Authority, and Economic Development Corporation to develop, interpret, and administer the City's master plan, any sub-area plans, planning ordinances, zoning ordinances, subdivision ordinances, economic development strategies, and other city planning and economic development efforts. Will work in a variety of relationships with The Right Place, the MEDC, DEGLE, USEPA, regional planning agencies, The Rapid, Kent County, and other area communities on planning and economic development efforts. Will coordinate, apply for, and administer some grants and economic development incentives supporting development in the City. Will interact with interested parties and developers in the development and redevelopment of property in the City in both the promotional or deal-making role of economic development and in the regulatory role for plan review and approval. Will initiate and coordinate liaising with and visits of existing city businesses. Will oversee and coordinate all planning and zoning reviews under the zoning ordinance and related ordinances. Will require a comprehensive understanding of the related laws, rules, regulations, ordinances, restrictive covenants, grant and other contract requirements affecting land use, planning and economic development in the City. Will require a basic understanding of the city's current infrastructure and its capital improvement plans. Will need to have a basic understanding of municipal finance as it may affect economic development. Must have the ability to envision and implement strategies that achieve planning and economic development goals. Will play a pivotal role in the city's future.

SUPERVISION RECEIVED: Work is performed under the City Manager or designee.

SUPERVISION EXERCISED: Supervision is exercised over departmental personnel.

ESSENTIAL JOB FUNCTIONS: *An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.*

1. Plan, organize, and direct all aspects of the Planning and Economic Development Department, including budget, personnel, planning, and general administration. Develop departmental mission and long-term plans to realize goals in accordance with the Comprehensive Master Plan, City vision, and needs.
2. Advise, confer, and work cooperatively with the City Manager, City Attorney, relevant directors and department heads, leadership team, City Council, and others to establish priorities; develop goals, strategic plans, and policies; and implement a variety of special projects.
3. Plan, coordinate, and lead the development, revisions, and implementation of the City's master plan. Research demographic and economic trends; develop/implement communication plans for solicitation of public input; attend meetings with City staff, neighborhood groups, businesses, property owners, developers, and public agencies.
4. Solicit community vision from City Council and Planning Commission, residents, and businesses; provide informed/educated projections and recommendations; develop action plans to align with vision; create implementation schedules for policies; regularly update City Council and Planning Commission regarding master plan progress.

5. Interpret and administer the City's master plan, sub-area plans, planning ordinances, zoning ordinances, subdivision ordinances, and other ordinances as applicable and under scope of authority. Oversee and coordinate all planning and zoning reviews including requests for land use changes and zoning variances.
6. Develop and implement programs and procedures regarding business recruitment, retention, and expansion. Establish a business retention call program and schedule that includes partnering with MEDC. Receive and evaluate requests for tax abatements and present recommendations to the city manager and City Council.
7. Provide effective leadership and mentoring of personnel. Supervise personnel, evaluate performance, oversee training and professional development, and confirm department staff has required certifications and licenses. Ensure proper labor relations and conditions of employment are maintained.
8. Serve on and act as staff lead on the City's Development Review Team. Serve as staff liaison and coordinator for the Planning Commission, Zoning Board of Appeals, Downtown Development Authority (DDA), Economic Development Corporation (EDC), and the Brownfield Redevelopment Board.
9. Develop professional working relationships with agencies such as the Right Place, MEDC, DEGLE, and USEPA. Attend and present at meetings as required.
10. Seek out and apply for grant opportunities related to planning and economic development. Work cooperatively with the finance department in the administration of grants.
11. Work cooperatively with the Director of Community Services to implement the City's housing policies as defined in the housing needs assessment, analysis of impediments, and master plan.
12. Investigate inquires and/or complaints made by residents, businesses, or other personnel; may include follow up on corrective actions and ensuring that replies are provided.
13. Keep abreast of legislative and regulatory developments and current issues. Maintain cooperative relations with peer agencies, Boards and Commissions, residents, and other governmental units. Attend conferences, workshops, and seminars as appropriate.
14. Perform related work as required.

KNOWLEDGE, SKILLS AND ABILITIES: *The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.*

- A. A Bachelor's degree in City and Regional Planning, Urban Planning, Public Administration, or a related field; or equivalent combination of education, training, and experience. A master's degree in Planning or Public Administration is desirable.
- B. Certification by the American Institute of Certified Planners required.
- C. Six years of progressively responsible work related to planning and community development.
- D. Experience in supervising and training employees.
- E. Has established effective and cooperative working relationships and uses tact, good judgment, and resourcefulness when working with elected officials, boards and commissions, superiors, associates, subordinates, professional agencies, community partners, developers, vendors, volunteers, other organizations, and the public.

- F. Proven ability to think strategically, communicate effectively, and maintain favorable public relations. Skill in responding to public inquiries and internal requests with a high degree of diplomacy and professionalism.
- G. Possess excellent organizational skills and an ability to problem solve. Skill in organizing schedules and coordinating associated resources.
- H. Ability to think creatively to envision what is most desirable and is able to develop and implement concrete steps for achieving that result, including the ability to engage and collaborate with others inside and outside city government in those efforts.
- I. Excellent oral and written communications skills, including making well-honed presentations and drafting and reviewing complex documents.
- J. Ability to work to resolve differences or disputes and, at times, in an adversarial role when necessary to protect community interests.
- K. Extensive knowledge of local government administration, principles and practices including the principles and practices of city planning, community and economic development, zoning, redevelopment, and rehabilitation. Knowledge and understanding of municipal finance.
- L. Demonstrate competence in gathering and analyzing data for the purpose of short- and long-range planning and preparing accurate and timely reports, memoranda, letters, and responses to requests for information.
- M. Demonstrate proficiency in the use of information technology including, software applications related to areas of responsibility, and has the ability to quickly learn other technology as necessary. Extensive knowledge of Microsoft Word programs.
- N. Proven ability to maintain a professional leadership image to the organization and the public, both on and off duty. Ability to routinely demonstrate a commitment to the mission, vision, and values of the department and the City.
- O. Ability to critically assess situations, prioritize and manage multiple projects and tasks, solve problems, and work effectively under stress, within deadlines, and changing work priorities.
- P. Reasonable knowledge of the principles and practices of civil or architectural engineering, landscape architecture, and skill in the use of drafting instruments.
- Q. Possession of a valid Michigan motor vehicle operator's permit.

PHYSICAL DEMANDS AND WORK ENVIRONMENT: *The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.*

While performing the duties of this job, the employee is regularly required to talk or hear. While performing the duties of this job, the employee is regularly required to communicate with others and view and produce written documents. The employee is required to use hands to finger, handle, or feel; and reach with hands and arms. The employee may need to lift and move items of moderate weight. Bending and stooping are also frequent requirements.

While performing the duties of this job, the employee regularly works both in the field and in a business office setting. The noise level in the work environment ranges from noisy in the field to quiet in the office. While working in the field, circumstances may occur that are very strenuous and may involve working in unsanitary environments. The employee may be exposed to uncontrollable circumstances, which may include businesses, personal

residences, construction sites and in the public office. The employee may work in environments that include traversing uneven terrain at construction sites and in all types of weather conditions. The employee is required to drive in inclement weather.

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